

# CONTRACT



**WRC**  
**4001 Nebraska Ave. NW**  
**Washington, DC 20016**  
**(202) 885-4000**

www.nbcwashington.com

And:

**CROSSROADS MEDIA, LLC**  
**66 CANAL CENTER PLAZA**  
**SUITE 555**  
**ALEXANDRIA, VA 22314**

<u>Contract / Revision</u> 322532 /		<u>Alt Order #</u> WOC10031439
<u>Product</u> <b>American Crossroads</b>		
<u>Contract Dates</u> <b>09/18/12 - 09/27/12</b>	<u>Estimate #</u> <b>691</b>	
<u>Advertiser</u> <b>AMERICAN CROSSROADS</b>		<u>Original Date / Revision</u> 07/05/12 / 09/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WRC</b>	<u>Account Executive</u> Kaitie Conway	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> RA18+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 27
<u>Agency Ref</u> 02812		<u>Advertiser Ref</u> 23438

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
D 1	WRC	09/18/12	09/27/12	5-6A NEWS4 @5AM	5A-6A		:30			NM	0	\$0.00
N 2	WRC	09/18/12	09/27/12	6-7A NEWS4 @ 6AM	6A-7A		:30			NM	8	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	11111--				5	\$1,800.00			
		Week: 09/25/12	10/01/12	-111---				3	\$1,800.00			
N 3	WRC	09/18/12	09/27/12	7-9A TODAY SHOW	7A-9A		:30			NM	8	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	11111--				5	\$2,500.00			
		Week: 09/25/12	10/01/12	-111---				3	\$2,500.00			
D 4	WRC	09/18/12	09/27/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	0	\$0.00
D 5	WRC	09/18/12	09/27/12	10-11A TODAY SHOW 3	10A-11A		:30			NM	0	\$0.00
D 6	WRC	09/18/12	09/22/12	Saturday Today 7-9a	7A-9A		:30			NM	0	\$0.00
N 7	WRC	09/18/12	09/23/12	News Sun 6-7a	6-7a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----1				1	\$700.00			
N 8	WRC	09/18/12	09/23/12	News Sun 7-8a	7-8a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----1				1	\$1,000.00			
D 9	WRC	09/18/12	09/23/12	News 4 Sun 9-10a	9-10A		:30			NM	0	\$0.00
N 10	WRC	09/18/12	09/27/12	11A-12P MIDDAY NEWS	11A-12P		:30			NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	11111--				5	\$400.00			
		Week: 09/25/12	10/01/12	-111---				3	\$400.00			
D 11	WRC	09/18/12	09/27/12	Ellen	3P-4P		:30			NM	0	\$0.00
N 12	WRC	09/18/12	09/27/12	4-5P NEWS4 @ 4PM	4P-5P		:30			NM	8	\$6,400.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
322532 /	WOC10031439

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/27/12	American Crossroads	691

<u>Advertiser</u>	<u>Original Date / Revision</u>
AMERICAN CROSSROAD	07/05/12 / 09/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/18/12	09/24/12	11111--				5	\$800.00				
Week:		09/25/12	10/01/12	-111---				3	\$800.00				
N 13	WRC	09/18/12	09/27/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	8	\$11,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/18/12	09/24/12	11111--				5	\$1,400.00				
Week:		09/25/12	10/01/12	-111---				3	\$1,400.00				
N 14	WRC	09/18/12	09/27/12	6-7P NEWS4 @ 6PM	6P-7P		:30			NM	8	\$14,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/18/12	09/24/12	11111--				5	\$1,800.00				
Week:		09/25/12	10/01/12	-111---				3	\$1,800.00				
D 15	WRC	09/18/12	09/27/12	7-730P NBC NIGHTLY NEW	7P-730P		:30			NM	0	\$0.00	
N 16	WRC	09/18/12	09/27/12	730-8P ACCESS HOLLYWO	730P-8P		:30			NM	7	\$24,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/18/12	09/24/12	11111--				5	\$3,500.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	2	WRC	09/18/12-09/24/12	730-8P ACCESS HOLLYWO	730P-8P	MTuWThF----	:30		<del>\$3,500.00</del>	NM			
	See MG 16.9												
	9	WRC	09/19/12-09/19/12	730-8P ACCESS HOLLYWO	730P-8P	---W-----	:30		\$3,500.00	NM			
	Ⓜ MG for 16.2 09/19												
Week:		09/25/12	10/01/12	-111---				3	\$3,500.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	8	WRC	09/25/12-10/01/12	730-8P ACCESS HOLLYWO	730P-8P	-TuWTh-----	:30		<del>\$3,500.00</del>	NM			
	Credited PREEMPT												
N 17	WRC	09/18/12	09/23/12	NFL Reg Season Non-Local	8P-1130P		:30			NM	1	\$20,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-----1				1	\$20,000.00				
N 18	WRC	09/18/12	09/27/12	11-1135p M-SU L NEWS	11P-1135P		:30			NM	10	\$30,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/18/12	09/24/12	1111111				7	\$3,000.00				
Week:		09/25/12	10/01/12	-111---				3	\$3,000.00				
N 19	WRC	09/18/12	09/27/12	1135-1237A TONIGHT SHO	1135P-1237A		:30			NM	8	\$7,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/18/12	09/24/12	11111--				5	\$950.00				
Week:		09/25/12	10/01/12	-111---				3	\$950.00				
D 20	WRC	09/18/12	09/22/12	News 4 Sat 6am 6-7a	6A-7A		:30			NM	0	\$0.00	
N 21	WRC	09/18/12	09/22/12	630-7P NBC SA NIGHTLYNE	630-7P		:30			NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-----1-				1	\$2,500.00				
<b>Totals</b>											<b>77</b>	<b>\$155,900.00</b>	

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<u>Advertiser</u>	<u>Original Date / Revision</u>
AMERICAN CROSSROAD	07/05/12 / 09/27/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/27/12	77	\$155,900.00	\$132,515.00
<b>Totals</b>	<b>77</b>	<b>\$155,900.00</b>	<b>\$132,515.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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